



Modified PTO/SB/01 (10-01)
Approved for use through 10/31/2002. OMB 0631-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63) <input type="checkbox"/> Declaration Submitted with Initial Filing OR <input checked="" type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)	Attorney Docket Number	Google-53APP (GP-064-05-US)
	First Named Inventor	Yingwei Claire Cui
	COMPLETE IF KNOWN	
	Application Number	10/649,585
	Filing Date	August 27, 2003
	Art Unit	2673
	Examiner Name	Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

IMPROVING CONTENT-TARGETED ADVERTISING USING COLLECTED USER BEHAVIOR DATA

(Title of the Invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on (MM/DD/YYYY) August 27, 2003

as United States Application Number or PCT International

Application Number 10/649,585 and was amended on (MM/DD/YYYY) (If applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT International application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT International application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

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Burden Hour Statement: This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

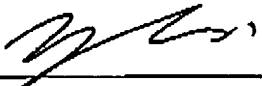
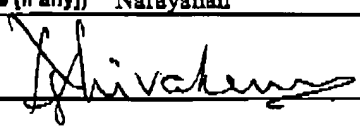
Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)
Michael P. Straub (Reg. No. 36,941)
Ronald P. Straub (Reg. No. 48,941)
Michelle Lee (Reg. No. 40,695)
Kulpreet Rana (Reg. No. 43,127)
Karl Sun (Reg. No. 45,143)
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

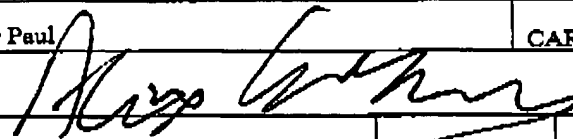
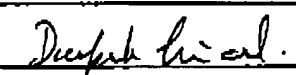
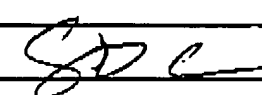
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Direct all correspondence to: <input checked="" type="checkbox"/>		Customer Number or Bar Code Label	28479	OR <input type="checkbox"/> Correspondence address below	
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Address 620 Tinton Avenue, Bldg. B, 2 nd Floor					
City Tinton Falls		State NJ		ZIP 07724-3260	
Country USA		Telephone (732) 542-9070		Fax (732) 542-9071	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.					
NAME OF SOLE OR FIRST INVENTOR:			<input type="checkbox"/> A petition has been filed for this unsigned inventor		
Given Name (first and middle (if any)) Yingwei Claire			Family Name or Surname CUI		
Inventor's Signature 			Date 3/24/04		
Residence: City Cupertino		State CA		Country USA Citizenship Peoples Repub. of China	
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NAME OF SECOND INVENTOR:			<input type="checkbox"/> A petition has been filed for this unsigned inventor		
Given Name (first and middle (if any)) Narayanan			Family Name or Surname SHIVAKUMAR		
Inventor's Signature 			Date 19th Feb '04		
Residence: City San Jose		State CA		Country USA Citizenship India	
Mailing Address 1093 McKay Drive					
City San Jose		State CA		ZIP 95131 Country USA	
<input checked="" type="checkbox"/> Additional inventors are being named on the ...1... supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.					

Please type a plus sign (+) inside this box → ☐

Modified PTO/SB/02A (11-00)
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DECLARATION AND POWER OF ATTORNEY	ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 4
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Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Alexander Paul		CAROBUS	
Inventor's Signature 		Date 2/19/04	
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Mailing Address			
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Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Deepak		JINDAL	
Inventor's Signature 		Date	
Residence: City Mountain View	State CA	Country USA	Citizenship India
Mailing Address 151 Calderon Ave., Apt. 291			
Mailing Address			
City Mountain View	State CA	ZIP 94041	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Steve		LAWRENCE	
Inventor's Signature 		Date 2/19/04	
Residence: City Mountain View	State CA	Country USA	Citizenship Australia
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Mailing Address			
City Mountain View	State CA	ZIP 94040	Country USA

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